

Request for Proposal

Building a Microsite for Campaign Legal Center's Restore Your Vote Program
Proposal Due Date: March 27, 2026

PROJECT OVERVIEW

Campaign Legal Center (CLC) seeks to partner with an experienced design firm to help build an intuitive and user-friendly microsite for its Restore Your Vote program. The program's current online presence is a landing page on CLC's larger website (accessible via restoreyourvote.org), which includes an interactive web tool, but the program has grown to the point of needing its own multi-page microsite.

BACKGROUND

Millions of Americans have lost their right to vote because of a past felony conviction. Progress is being made across the country to reform these laws, but the problem is even larger than the roughly 4 million people who are legally disenfranchised. Across the country, there are an estimated 23 million people with felony convictions. Because of complicated laws, misinformation, and poor administration, a huge portion of the 19 million Americans with felony convictions who are not directly disenfranchised remain *de facto* disenfranchised.

The **Restore Your Vote** program aims to tackle that problem by developing and executing scalable models for rights restoration services, community leader training and broad public education to combat de facto disenfranchisement. For more information, visit us at restoreyourvote.org.

Restore Your Vote is managed and operated by **Campaign Legal Center (CLC)**, a nonpartisan nonprofit organization dedicated to advancing democracy through law and fighting for every American's right to participate in the democratic process. For more information, visit us at campaignlegal.org.

PROJECT SCOPE & TECHNICAL REQUIREMENTS

Because so many Americans across the country rely on the Restore Your Vote webpage as a critical tool for checking and restoring their voting rights, CLC is interested in launching a microsite that enhances user engagement. We would like the microsite to create an intuitive and user-friendly experience for users to serve as a one-stop-shop for individuals impacted by felony disenfranchisement, as well as coalition partners and reporters also working in this space.

We would need to recreate the interactive tool already hosted online now, and also add subpages for additional resources. We are open to new ideas on how to organize our content and optimize the microsite structure. One new feature we would like the microsite to offer is an interactive map with a hover-over feature that displays information about different laws in different states.

We would like to launch a new microsite no later than Summer 2026. Please note any kind of overhaul will be for the Restore Your Vote web presence only, and *not* for the CLC website.

BUDGET

CLC has budgeted between \$20,000-\$30,000 for this scope of work. As part of your proposal, please include a full set of costs associated with the project, from concept to implementation.

PROPOSAL SUBMISSION & CRITERIA

Please send proposals to **Matty Tate-Smith, Senior Communications Manager**, at mtatesmith@campaignlegalcenter.org. We will accept proposals through March 27.

Please include the following criteria as part of your submission:

- Contact information for and a description of your organization, and an explanation of qualifications that are responsive to the requirements of the RFP.
- A description of staff qualifications, including information about the team who will be assigned to work on this scope.
- A list of at least 3 current clients/examples and/or references for whom you have provided similar services as outlined in the RFP
- A specific plan of action and timeline to execute the scope
- Proposed terms, conditions and itemized fees and expenses that align with the proposed budget for services being rendered

The following criteria will be used to evaluate proposals:

- Overall proposal suitability.
- Knowledge of CLC's mission, vision, values, and issue areas.
- Knowledge of website development and design
- Knowledge of voter disenfranchisement a bonus, but not a requirement
- Quality of prior relevant experience with similar organizations
- Ability to complete work within a reasonable timeframe
- Price, payment terms, and the ability to work within the desired budget.
- Ability to accept the terms of CLC's standard contract for professional services.

Consistent with our Diversity, Equality and Inclusion (DEI) goals, CLC encourages proposals from small business, service-disabled veterans, minority-owned firms and woman-owned businesses to the fullest extent possible.